

Message Text

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PAGE 01 TEHRAN 04637 250752Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
-----250805Z 034218 /12

R 250639Z MAY 77
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 2773

UNCLAS TEHRAN 4637

E.O.11652: N/A
TAGS: BBSR, IR
SUBJ: WTDR/FTI

REF: USDOC 1776

1. IRAN 2. CNTRY CODE: 507 3. SER NO:
 4. DIESEL AUTO PARTS CO.
 - 4A. CODE: KA 4B. A 4C. CODE:
 5. 152 ABBAS ABAD AVENUE
 6. TEHRAN, IRAN
 7. ESTABL: 1962 8. EMPL: 225 9. SIZE: (19-X) LARGE
 10. REPUTATION: (22-X) GOOD
 11. FIRM IMPORTS ROAD BUILDING AND CONSTRUCTION MACHINERY AND SELLS THROUGHOUT IRAN
 12. RPT. DATE: APRIL 77
 - 13A. 353100 AGT.IMPT.DIST.RETL CONSTRUCTION MCHY
 - 13B. 35230 AGT.IMPT.DIST. RETL AGRICULTURE IMPLEMENTS AND MCHY
 - 13C. 35370 AGT.IMPTL. DIST.RETL LIFT TRUCKS, FORK PLATFORM
 - 13D. 35190 AGT.IMPT.DIT.RETL ENGINES, DIESEL
 14. CONTACT: ALI-MOHAMAD FOULADI TITLE: CHAIRMAN
 15. CABLE: FOULADI TN 16. TELEX: 2658
 17. TEL: 851021 THRU 851028
 18. FINANCIAL REFS: BANK MELLI IRAN: BANK SADERAT IRAN,
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- BANK ETEBARAT IRAN
19. TRADE REFS: SAME AS (20)
 20. AGENCY REPS: FIAT ALLIS, CONSTRUCTION MCHY, 1973; ALLIS-CHALMERS AGRIC MCHY, US. 1973; FIAT SPA, AUTOMOBILES, ITALY 1976; HYSTER CO. US. 1976; CUMMINS ENGINE INC. US. ENGINES 1976.
 21. FIRM IMPORTS, WHOLESALERS AND RETAILERS ROAD BUILDING MACHINERY, CONSTRUCTION AND AGRICULTURAL MACHINERY AND EQUIP-

MENT FROM THE UNITED STATES AND EUROPE. FIRM REPRESENTS SEVERAL WELL-KNOWN MAJOR FOREIGN SUPPLIERS, IMPORTS AND STOCKS FOR ITS OWN ACCOUNT, AND ALSO HANDLES BUSINESS ON COMMISSION BASIS. IN 1976 FIRM CONSTRUCTED AND OUTFITTED ANEW MAINTENANCE WORKSHOP LOCATED APPROXIMATELY 15KM. WEST OF TEHRAN WHICH EMPLOYS SOME 170 WORKERS ENGAGED IN PREPARATION OF NEW EQUIPMENT AND MAINTENANCE OF EQUIPMENT DISTRIBUTED BY THE COMPANY. UNTIL RECENTLY THIS FIRM AND SEVERAL OTHERS WERE OWNED AND MANAGED JOINTLY BY THE FOUR FOULADI BROTHERS, WHO ARE WELL-KNOWN TO TRADE, ESPECIALLY IN THE AUTOMOTIVE SPARE PARTS MARKETS. IN LATE 1975 EARLY 1976 ALI-MOHAMAD FOULADI BOUGHT OUT HIS BROTHERS' INTEREST IN DIESEL AUTO PARTS AND CONCURRENTLY RELINQUISHED HIS MANAGEMENT INTEREST IN SEVERAL OTHER OF THE FAMILY FIRMS. HE IS NOW SOLE OWNER AND MANAGING DIRECTOR AND DEVOTES ALMOST ALL OF HIS TIME TO DIESEL AUTO PARTS WHICH HAS EXPANDED ITS ACTIVITIES GREATLY IN RECENT YEARS. DIESEL AUTO PARTS ASSUMED THE DISTRIBUTORSHIP FOR FIAT AUTOMOBILES IN LATE 1976, PARTLY IN RESPONSE TO A LOWERING OF DUTY ON CERTAIN TYPES OF 4-CYLINDER MODELS AND IN CONJUNCTION WITH A DESIRE TO DIVERSIFY FROM THE HEAVY EQUIPMENT FIELD, WHICH DUE TO A N UNPRECEDENTED VOLUME OF IMPORTATION IN 1975 AND TO INCIPIENT LOCAL PRODUCTION IN CERTAIN LINES, WILL PROBABLY BE LESS LUCRATIVE IN THE FUTURE THAN IN THE 1974-EARLY 1976 PERIOD. IN THE SIX MONTHS' PERIOD SINCE TAKING ON THE DISTRIBUTORSHIP, DIESEL AUTO HAS BROUGHT IN MORE THAN 7,000 FIAT 131 AND 132 MODELS AND HAS ESTABLISHED A NETWORK OF DEALERS BOTH IN TEHRAN AND IN THE PROVINCES. THE FIRM MAKES EXTENSIVE USE OF US-TRAINED IRANIANS AND IS CONSIDERING PLACING A MEMBER OF THE STAFF FULL TIME IN THE UNITED STATES

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BEGINNING IN THE SUMMER OF 1977 TO DEAL WITH PROCUREMENT (MAINLY SPARE PARTS) AND RELATED SHIPPING DETAILS. BANKING SOURCE REPORTS FIRM HAS REGISTERED AND FULLY PAID-IN CAPITAL OF 100 MILLION RIALS WITH "GOOD" REPUTATION. FIRM REPORTS ITS WORKING CAPITAL AT 600 MILLION RIALS. EMBASSY RECOMMENDS FIRM AS A GOOD TRADE CONTACT.

22. PREPARED BY: AARAZBAN APPROVED BY: LSCHERMERHORN
AT AMEMBASSY TEHRAN
MIKLOS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 25-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770186-0505
Format: TEL
From: TEHRAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770517/aaaaaoqz.tel
Line Count: 106
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: f2aebc89-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 31-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2365220
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI
TAGS: BBSR, IR
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/f2aebc89-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009